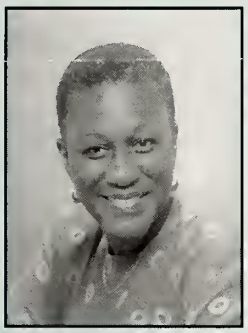
The University of North Carolina at Wilmington • School of Nursing

Our Changing World

Volume 4, Number 1 • Fall 1999

RURAL HEALTH PROGRAM FORMED IN S.E. NORTH CAROLINA



Message from the Dean

The Balanced Budget Amendment is on the minds of most Americans and especially those who are employed by health care agencies. Due to the decrease in reimbursements to these facilities, administrators are struggling to find strategies to stay afloat. With a decrease in the budgets, hospitals have few solutions to a huge problem. A ready solution for many is to lay off nurses who make up the greatest number of health care providers in hospitals. As we see the beginning of a shortage in nurses, layoffs may not be the appropriate solution. In reality, will that solve the problem for the long-term or will it create more issues?

What is the value of nurses as health care professionals? Do they contribute to controlling the costs of health care, enhancing consumer satisfaction, and improving health outcomes? What is the mutual responsibility of nursing education and practice as we face increasing challenges?

Registered Nurses tend to be employed predominately by hospitals although percentages in other community settings such as schools, hospice, public health and long-term care are increasing. Nationwide, RNs are overwhelmingly female and mostly of European descent. Over half of them have dependent children living at home, and the average age at graduation from basic nursing programs is increasing. The North Carolina Center for Nursing reported the average age of RNs as 43 years. How do we begin to measure the value of nurses to our communities?

Do nurses who care for families and individuals contribute to cost control in health care or add to the increase in costs? Donna Cardillo, RN, President of Cardillo & Associates stated " Nurses possess many innate skills including teaching, counseling, and managing complex projects" (www.nurses.com). Other attributes that she used included skills in problem-solving, organizing, planning, and analyzing. Others agree with Donna that nurses are detail-oriented, innovative and resourceful. These skills and others allow nurses to make major contributions to the health care delivery system. When the personal attributes of reliability, openness, honesty, credible and strong work ethic are mixed with the masterful skills, professional nurses are very valuable and cost-effective individuals. How do we begin to measure the value?

Virginia W. Adams, RN, PhD
Dean

Virginia W. Adams

The current crisis in our nation's health care system is well known and affects each of us in different ways. The "worried majority," living within a narrow socio-economic margin of survival, voice justifiable concerns about the high cost of insurance premiums, medications and copayments. For many in this group, paying for health care means stretching the few leftover dollars for essentials such as housing, food and transportation. There are others whose health status is even more grim.

In our relatively affluent area, it is difficult to believe that in our inner city and rural areas throughout Southeastern North Carolina approximately one-third of the people live in pockets of poverty which rival conditions in third world countries. Consider this statistic. In Columbus County, the percentage of women receiving inadequate prenatal care is 25.5%, compared to the state's 3.3%. The implications for maternal and infant morbidity, high incidence of disease, unnecessary suffering, premature loss of health status and death are obvious and real.

Silent, vulnerable, underserved populations are not unique to our region but constitute a national health crisis. Nationwide, the strongest voice advocating for the vulnerable, at-risk populations is the Surgeon General, Dr. David Satcher, through the program known as Healthy People 2010. One purpose of this community-based concept is to eliminate disparities in health care delivery, and an essential feature of the program is an appeal for local grassroots initiatives to address unserved health needs in local neighborhoods, communities, cities and regions.

This is the opportunity to which the UNCW School of Nursing is responding. Partnering with the Black Mayors Association of Southeastern North Carolina, we and nearby communities are establishing "Community-Campus Health Initiatives" to provide accessible, affordable, culturally sensitive health care. It represents the first program of its kind to be implemented in our state.

What's different about this type of health care?
The model for traditional health care assumes that patients can pay, will go into an unfamiliar environment, and will listen and

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learn quickly what they are to do to control an illness, for example, diabetes. While this is the conventional model, it is a fundamental mismatch for underserved populations.

"Community-Campus Health Initiatives" is an emerging health care delivery design that works almost opposite that of traditional health care. It begins by forming a partnership with academic health care providers and a community. The community engages in a systematic assessment of how health care will work best in the community. The communities' ideas are matched with the needs of nursing students and faculty providers, and the communities "market" their services. In this early stage, services are primarly health wellness promotion and disease prevention and include health risk appraisal, screenings, health history, physical exam, education, referral and follow-up from a nurse-managed collaborative center. Services are coordinated with other health care agencies such as primary care providers and health departments.

What signs point to progress?

1. We are finding that community members are effective in influencing others to seek health care in this critically acclaimed state model.
2. Appointments are filled, no shows are virtually non-existent and group attendance is significant.
3. Disease is being diagnosed earlier. In one instance, a middle-aged, African-American resident was diagnosed with diabetes. Prior to participating in this community initiative, care had not been sought, one reason being the recent death of a sibling who died of diabetic complications. It was the "culturally knowing" and sensitive approach that broke through the denial and fear to seek help.
4. We are identifying two significant "gaps" in understanding and accessing traditional health care. One is misinformation and misuse of medications, especially among the elderly and those with multiple illnesses who may take an average of ten medications a day. Some are unable to identify the medication, its purpose and how it is to be taken, while others are taking inadequate dosages to make the medication effective. The other "gap" is continuity of care. We are finding a significant number of individuals whose limited follow-up increases additional health risks.
5. And finally, we are finding that children and adolescents want to talk about what they see and experience in the day-to-day life that makes them feel threatened. In one discussion group with children, those as young as five described their fears related to guns, violence and drugs.

When people are asked what they like best about community-based care, the most common response is, "The nurse practitioner listened to me." In the words of one patient, "I've never had such a going over." Dean Virginia Adams and Associate Dean Perri Bomar have provided groundbreaking leadership in forming community-campus initiatives. Likewise, community citizens, nursing students and faculty members continue to make unique contributions to a variety of health initiatives in our region.

This article was submitted by ***Lou H. Hessenflow, EdD, NP-C, CS,*** *Assistant Professor, serving the Master's Program in Nursing, Family Nurse Practitioner Program at the UNCW School of Nursing.*

Virtual Reality Technology

A recent grant to the School of Nursing from the **Cape Fear Memorial Foundation** made possible the addition of the **CathSim Intravenous Training System** to our Simulation Laboratory*. The CathSim is an interactive computer-based system that realistically duplicates the techniques required for intravenous access without risk to a patient. In the program are several different "patient" scenarios that force the student nurse to use his or her knowledge base and critical thinking skills to make decisions relative to patient care. It provides immediate feedback regarding the appropriateness of the choices, even with "Ouch, that hurts" when applicable. At the end there is an evaluation of the procedure that can be printed out for documentation of the experience.

* Jaca Baynes, MSN, RN, and Director of the Simulation Laboratory submitted the proposal.

Helping Hands

A very special "Thank You" goes out to School of Nursing faculty **Edith Steele** and **Adrienne Jackson** for being on call to counsel with the flood victims in Kinston. Also, we would like to say thank you to **Dr. Sally Cummings, Jaca Baynes** and 6 UNCW students; **Andy Weaver RN, Kim Reinking, Kim Bertels, Brandy Gross, Kelli Lee, and Angela Carter.** They were involved in giving mass tetanus shots to Bell South employees. The group performed approximately 70 immunizations. These people generously gave their time and services to promote the health of our community. Their generous and sincere nature implements the true vision of the School of Nursing. Also involved in the project were **Diane Poster** and members of **Dr. John Cromer's office.**

Coming Soon!

The School of Nursing will introduce a new giving program at the end of this year. It is called the "Honor a Nurse" fund and will provide donors with a thoughtful way to recognize a professional nurse for his/her unique skills. This fund will support important annual campus student-nurse activities. Look for your mailing soon and use this opportunity to support our "Center of Nursing Excellence" with a tax-deductible year-end gift.

Calendar of Events

Fall Commencement	Dec. 18, 1999
Nurse Advocate Board	Feb. 18, 2000
Nu Omega Chapter of Sigma Theta Tau International Inc. Research Day	Apr. 7, 2000
Graduation Celebration	May 12, 2000
Spring Commencement	May 13, 2000

Faculty Achievements

Dr. Kari Anderson published 13 non-peer-reviewed lay columns on child health for the Wilmington Child. She has written 9 entries for the Encyclopedia of Special Education publication, which is in press. She gave a presentation entitled "Gaming Goes Educational" at the Nursing Education Conference in Washington, D.C. and "Teen Nutritional and Educational Strategies" at the Stalker Institute in Framingham, MA.

Dr. Perri Bomar completed a final year as a post-doctoral fellow with the UNC Chapel Hill School of Nursing Center for Research with Chronic Illness. She also presented the Sigma Theta Tau Distinguished Nursing Lecture at Winston Salem State University Division of Nursing. Her title was "Developing a Program of Research." She was invited to participate in a National Institutes of Health Institute on Research Training: Developing Nurse Scientists in Bethesda, MD in July 1999 and presented a research paper at the Women and Children's Health: Global Perspectives Conference, August 1999 in Maui. In press is a peer-reviewed book chapter, "Family Health Promotion," in Hanson, S. *Family Nursing Research and Practice.*

Dr. Sally Cummings passed the American Nursing Credentialing Commission FNP Certification Examination and published "Abdominal Emergencies" in *Emergency Nurses Association Core Curriculum* (5th Ed), W.B. Saunders in 1999. She was elected as 1999-2000 President-Elect of Nu Omega Chapter of Sigma Theta Tau International, Inc.

Dr. Marlene Rosenkoetter co-authored a publication with **Dr. J. Garris** on "Psychosocial changes following retirement" in the Journal of Advanced Nursing. She gave a refereed presentation "Planning and challenges of retirement" (co-authored with **Dr. M. Howard-Vital**) at the Pan American Congress, Feb. 1999.

Dr. Susan Scheuring received a UNCW $3,500 stipend to create a web-based course and presented a peer-refereed research paper " The meaning of being a poor homeless woman with children: A Phenomenologic/Hermeneutic Inquiry" at the NU Omega Chapter Sigma Theta Tau Research Day April 23, 1999.

Dr. Shelton Hisley was awarded a UNCW Summer Research Initiative Grant to develop and pilot an instrument for generation gender and ethnic specific data depicting the health care needs for women in rural SE North Carolina. Dr. Hisley serves as a peer Program Evaluator for the National League for Nursing Accrediting Commission. She was appointed as an adjunct faculty member in the OB GYN Training Program, UNC Chapel Hill School of Medicine and Coastal AHEC. She has been designated as a 1999 American Nurses Foundation Scholar and was awarded a foundation grant of $6,000 for research on "Perception about HIV among rural African-American Women".

Dr. Lou Hessenflow gave two peer-refereed presentations (1) Mental Health Issues in Primary Care at the Nu Omega Chapter of Sigma Theta Tau, Inc. in April 1999 and (2) on Community-based health initiatives to the National Organization of Nurse Practitioner Faculty in April 1999.

Dr. Allen Gray presented a peer-refereed paper "Deriving information about Home Care Services from Home Care Billing Data: An Informatics Approach" at the Nu Omega Sigma Theta Tau Research Conference in April 1999. With Dr. Susan Scheuring, he also co-presented a peer-refereed workshop at NC State University on "Planning and Evaluation of Two Web-based Nursing Courses."

Dr. Jane Stowell completed her DNS at Louisiana State University in March 1999. She presented a peer reviewed, peer-refereed research paper " The Work of Families: Constructing the Identity of an Elder with Alzheimer's Disease" at Nu Omega Sigma Theta Tau Chapter Research Day, April 1999.

Dr. Yeoun Soo Kim, and **Dr. Ronald J. Vetter,** computer science, had their paper "An International Distance Learning Nursing Course: Nursing in the U. S. and Japan" published in the *Journal of Cultural Diversity's* special issue on international education.

Seniors Go North!

Fourteen UNCW rising senior nursing students participated in a unique transcultural experience this past summer with **Dr. Kari Anderson** in Anchorage, Alaska. They spent seventeen days enrolled in a three (3) credit nursing elective, which focused on transcultural concepts for the professional nurse. The course provided an in-depth experience with the diverse ethnic groups of Alaska and incorporated healthcare concepts relevant to our culturally diverse population. Didactic instruction embraced a transcultural model and emphasized seven cultural phenomena that are evidenced among all cultural groups: communication, spatial implications, social organization, time, environmental issues, biological variations, and nutritional colloquialisms.

The students were also able to observe in the clinical setting both in The Alaska Native Medical Center and Providence Medical Center in Anchorage. All the students expressed an increased cultural awareness and appreciation from this in-depth immersion in a different culture.

Nursing School Earns Gold Medal!

"Let me win. But if I cannot win,
Let me be brave in the attempt."
– Olympic Oath

This oath symbolizes the heart and soul of special Olympians around the world. The 1999 Special Olympic world Summer Games were held in North Carolina this past July with 7,000 athletes competing in 33 venue locations throughout the state. As one of over 2,000 medical volunteers, **Dr. Kari Anderson,** Assistant Professor, UNCW School of Nursing reports a successful and rewarding experience. As a member of several medical teams working at the games in the Research Triangle Park area, she can affirm that "we gave our hearts as we cared for the sick and injured special Olympic athletes. We recognized their potential, encouraged them to do their very best, and applauded their accomplishments. The Games were wonderful!"

In a recent letter from the Medical Commissioner and Health Professional Recruiter of the 1999 Special Olympic World Summer Games, the UNCW School of Nursing was recognized as the only nursing school in North Carolina to have both faculty and student participation in numerous venues caring for special Olympic athletes. Dr. Anderson is proud to acknowledge the participation of approximately 30 UNCW nursing students and recent graduates. This year's volunteer experience was truly a once-in-a-lifetime-event! We thank all volunteers who participated in this worthwhile endeavor!

Thank You for a Great Year!

Last year was an extraordinary one for the UNCW School of Nursing with Alumni and Friends stepping forward to support the school's annual fund in unprecedented members. Giving increased by over 200% from the previous year.

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TIDBITS

- There were 34,893 nurses working in North Carolina hospitals in 1997. Registered nurses accounted for 90%; the rest, licensed practical nurses.
- In 1850 North Carolina had only two hospitals, Mount Tirzah in Wilmington and Seamen's Hospital on Portsmouth Island, near Ocracoke Inlet.
- North Carolina's hospitals have a total of 23,244 beds. Doctors performed 281,840 inpatient surgeries in 1997.
- About 10 million Tar Heels were treated as hospital outpatients in 1997. Of those, 28% were cared for in emergency rooms.

Source: Business N.C.

UNCW & You
Let's Talk!
Hosted by Betty Ann Sanders

Let's Talk! UNCW & You is UNCW-TV's fun and informative talk show. Each week highlights UNCW students, faculty, Seahawk Athletics, News and Events, SBTDC and the Wilmington community.

Watch Betty Ann Sanders Wednesdays at noon, Fridays and Mondays at 7pm on UNCW-TV, Time Warner Cable Channel 5.

This list reflects gifts made for the period starting June 1, 1998 thru July 30, 1999. If your name was omitted or improperly listed, please accept our apologies, and notify our Development Officer so that we may correct our records.

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